



**FOR IMMEDIATE RELEASE**

July 28, 2006

<b>FACT SHEET</b>
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**MAYOR SANDERS ANNOUNCES 10 MILLION PEOPLE AT MAJOR CIVIC, ATHLETIC, AND COMMUNITY EVENTS ON CITY PROPERTY GENERATE MORE THAN \$200 MILLION IN ECONOMIC IMPACT**

*This Week's San Diego LGBT Pride and San Diego Surf Cup Competition  
Are Perfect Examples of the Wide Variety of Special Events  
That Attract Residents and Visitors Alike*

Mayor Jerry Sanders today announced that the more than 1,700 major civic, athletic and community events held each year in the City of San Diego and attended by more than 10 million people have an estimated economic impact in excess of \$200 million.

In the first of a series of press conferences highlighting the special events industry in San Diego, Mayor Sanders discussed the economic impact of special events on the regional economy and invited San Diegans to participate in the hundreds of public events that will be taking place throughout the rest of the summer months.

San Diego is a city that celebrates special events. From major civic celebrations and international sporting events to community-based festivals and parades, the City of San Diego is proud of the more than 1,700 annual public events that can be enjoyed by San Diegans and our visitors.

**Office of Special Events**

The Office of Special Events is responsible for the overall management of events taking place on public property and supports the significant role civic events play in San Diego. Community festivals add to the spirit of our neighborhoods and provide an opportunity for residents, local artisans, performers, merchants and city employees such as neighborhood police officers to interact with one another. Athletic and cultural events strategically located in key business districts provide marketing opportunities and bring new patrons to businesses. Events of national and international stature create millions of dollars of economic impact, instill civic pride and serve as long-term economic development tools for San Diego.

### **Calendar of Events**

The *Calendar of Special Events* maintained on the City of San Diego's website at [www.sandiego.gov/specialevents](http://www.sandiego.gov/specialevents) promotes the excitement, enthusiasm and diversity of San Diego to our residents and visitors. The Calendar promotes only public events that receive permitting or technical assistance from the City of San Diego.

One feature of the Calendar of Special Events is the **7-Day Outlook** that highlights special events taking place during the upcoming week. A sampling of this feature for the week of July 28-August 3, 2006, includes:

#### **Events of National and International Stature:**

- San Diego Surf Cup XXVI
- 32<sup>nd</sup> Annual LGBT Pride Celebration

#### **Civic and Community Events:**

- 17<sup>th</sup> Annual Clairemont Family Days
- Paradise Hills Park Carnival

#### **Concert and Family Events:**

- Point Loma Concert Series
- North Park Summer Concert at Bird Park
- Balboa Park Public Organ Concert
- La Jolla Concerts by the Sea
- Concert on the Green
- Movie Night at Balboa Park
- Twilight in the Park Concert



#### **Recreational Events:**

- 25<sup>th</sup> Annual Run & Stride with Pride

#### **Farmer's Markets:**

- Hillcrest Farmer's Market & Open Air Bazaar
- Third Avenue Farmer's Market and World Bazaar
- Ocean Beach Certified Farmer's Market

#### **Community Involvement:**

- 32<sup>nd</sup> Annual Spirit of Stonewall Rally
- 8<sup>th</sup> Annual National Night Out March Against Crime



### **Economic Impact**

Special events are an integral part of the tourism industry.

Working closely with visitor industry partners such as the San Diego Convention and Visitors Bureau, the Office of Special Events seeks to maximize the benefits special events bring to the region.

In addition to the Transient Occupancy Tax (TOT) and sales tax generated by events that attract out of town visitors, San Diego has effectively used special events as a means to encourage tourists and convention delegates to extend their stay.

### **Two Major Events This Weekend Will Generate \$40 Million in Economic Impact to San Diego**



***San Diego Surf Cup*** is the most prestigious youth soccer tournament in the United States. Each year more than 5,500 youth representing more than 30 states and as many as six countries travel to San Diego for this six-day event.

The San Diego Convention and Visitor's Bureau estimates the event has an economic impact in 2005 of \$19.53 million on the regional economy. Surf Cup is a 501(c)(3) non-profit corporation that donates over \$140,000 per year to regional youth soccer organizations, disadvantaged children, and cancer foundations.


***32<sup>nd</sup> Annual LGBT Pride Parade and Festival*** is the 10<sup>th</sup> largest in the United States attracting 150,000 parade spectators and more than 40,000 festival attendees. Participants come from virtually every state in the nation and from as far away as Australia, France, Germany and Singapore.


It is estimated that this event has an annual economic impact in excess of \$21 million.




### **Quick Facts**

- Tourism is San Diego's third largest industry and provides a tremendous benefit to both San Diego's economy and quality of life.
- In 2005, visitors to San Diego provided \$5.8 billion in direct spending to our economy and an overall economic impact of \$13.3 billion.
- 110,000 San Diegans are employed by the tourism industry.
- In fiscal year 2006 (ended June 30, 2006) the City collected an estimated \$131 million in Transient Occupancy Taxes from visitors to San Diego.


	<p style="text-align: center;"><b>This Week's Major Civic and Community Events July 28 –August 3, 2006</b></p> <p>The City of San Diego Office of Special Events provides permitting, technical and promotional assistance to more than 1,700 major festivals, parades, athletic and civic events each year.</p> <p>These events are attended by more than 10 million people and have an annual economic impact of \$200 million on the regional economy as estimated by the event organizers.</p>
<p>Friday, July 28 5:00 pm – 11:00 pm</p>	<p><b>Paradise Hills Park Carnival (4-Day Event)</b>  <i>Adults and children will have a fun time at this community carnival in Paradise Hills. There will be approximately 15-gravitational rides and 18-challenging games, a large inflatable slide, and snack food. Come experience the Hurricane, Octopus, Scrambler, Tilt-A-Whirl and Zipper!</i> <b>Admission:</b> Free for children 6 &amp; under, \$1.50 age 7 &amp; older; <b>Anticipated Attendance:</b> 5,000; <b>Location:</b> Paradise Hills Park and Recreation Center (6610 Potomac Street); <b>Host Organization:</b> Christiansen Amusements; <b>General Information:</b> Bill Jacob (760.735-8542); <b>Website:</b> <a href="http://www.amusements.com">www.amusements.com</a></p>
<p>Friday, July 28 6:00 pm – 8:00 pm</p>	<p><b>Point Loma Concert Series (Smokestaxx)</b>  <i>Bring a folding chair or blanket to the park and listen to a musical performance under the stars. Tonight, you'll hear classic rock &amp; roll and soul music performed by the Smokestaxx band.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 1,500; <b>Location:</b> Point Loma Park (Catalina Boulevard &amp; Verona Street); <b>Host Organization:</b> Point Loma Association; <b>General Information:</b> Pat Baker (619.223-9363); <b>Media Information:</b> Lee Lipsey (619.523-6626); <b>Website:</b> <a href="http://www.plconcerts.org">www.plconcerts.org</a></p>
<p>Friday, July 28 7:00 pm – 10:00 pm</p>	<p><b>32<sup>nd</sup> Annual Spirit of Stonewall Rally</b>  <i>The rally commemorates the 1969 Stonewall Uprising in New York's Greenwich Village, which is considered to be the commencement of the contemporary lesbian and gay liberation movement. Leaders will issue awards and speak on current issues affecting gay, lesbian, bisexual, and transgender members of the community.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 1,500; <b>Location:</b> Marston Point in Balboa Park; <b>Host Organization:</b> San Diego LGBT Pride, Inc. <b>General Information:</b> Ron deHarte (619.297-7683); <b>Media Information:</b> Frank Sabatini (619.543-9544); <b>Website:</b> <a href="http://www.sdpride.org">www.sdpride.org</a></p>

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<p>Saturday, July 29 7:30 am – 9:00 am</p>	<p><b>25<sup>th</sup> Annual Run &amp; Stride With Pride</b>  <i>Come to Balboa Park for some early morning exercise where you can stride with pride! Choose between a 5K run or a 1.5 mile walk. The course will lead you on a pleasant journey in and around the park.</i>  <b>Admission:</b> \$25.00-\$30.00; <b>Anticipated Participants:</b> 250;  <b>Location:</b> Balboa Park (Sixth Avenue and Laurel Street); <b>Host Organization:</b> Front Runners &amp; Walkers San Diego; <b>General Information:</b> Desmond Kelly (619.7093288); Website: <a href="http://www.frsdweb.org">www.frsdweb.org</a></p>
<p>Saturday, July 29 8:00 am – 5:00 pm</p>	<p><b>17<sup>th</sup> Annual Clairemont Family Days</b>  <i>Come early to enjoy a yummy pancake breakfast before the festivities begin. Then enjoy the festival with live musical entertainment, carnival rides, games, food, arts &amp; crafts, and a terrific hot rod show. There will be no charge to swim in the pool today, so don't forget to bring a bathing suit.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 4,000; <b>Location:</b> South Clairemont Recreation Center (3605 Claremont Drive); <b>Host Organization:</b> South Clairemont Recreation Center; <b>General Information:</b> Teri Sherry (858.581-9924)</p>
<p>Saturday, July 29 8:00 am – 5:00 pm</p>	<p><b>San Diego Surf Cup XXVI (6-Day Event)</b>  <i>This national premier youth soccer tournament is one of the top two youth soccer tournaments in the United States. Participating teams (age 9-18) will come from as many as 30 states and other countries such as Canada, Mexico, England, Ireland, and Japan to compete for the coveted Surf Cup Trophy.</i> <b>Admission:</b> Free; <b>Anticipated Participants:</b> 12,000 per day; <b>Location:</b> (San Diego Polo Club (14555 El Camino Real); <b>Host Organization:</b> San Diego Surf Cup; <b>General Information:</b> Mike Connerly (760.944-7176; <b>Media Information:</b> Mick Dawson (760.944-788); <b>Website:</b> <a href="http://www.surfcup.com">www.surfcup.com</a></p>





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<p>Saturday, July 29 11:00 am – 2:30 pm</p>	<p><b>32<sup>nd</sup> Annual LGBT Pride Parade</b>  <i>Giant balloons ranging from 10 to 50 feet will be a new addition to this year's Pride Parade. With more than 200 floats and contingents, the parade has grown to become one of the largest civic events in San Diego.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 150,000; <b>Location:</b> Hillcrest (University Avenue/Normal Street – Sixth Avenue - Upas Street – Balboa Drive); <b>Host Organization:</b> San Diego LGBT Pride, Inc.; <b>General Information:</b> Ron deHarte (619 297-7683; <b>Media Information:</b> Frank Sabatini (619)543-9544; <b>Website:</b> <a href="http://www.sdpride.org">www.sdpride.org</a></p>
<p>Saturday, July 29 1:00 pm – 11:00 pm</p>	<p><b>LGBT Pride Festival (2-Day Event)</b>  <i>San Diego Pride's famous cultural festival includes 10 stages of entertainment, musicians, bands, comedy and dance performers, 250 participating vendor booths, a Vintage Auto Show, cultural presentations and great food!</i> <b>Admission:</b> \$12 one-day pass, \$20 two-day pass; <b>Anticipated Attendance:</b> 20,000 per day; <b>Location:</b> Marston Point in Balboa Park; <b>Host Organization:</b> San Diego LGBT Pride, Inc.; <b>General Information:</b> Ron deHarte (619 297-7683; <b>Media Information:</b> Frank Sabatini (619)543-9544; <b>Website:</b> <a href="http://www.sdpride.org">www.sdpride.org</a></p>
<p>Saturday, July 29 1:00 pm – 11:00 pm</p>	<p><b>Paradise Hills Park Carnival (4-Day Event)</b>  <i>Adults and children will have a fun time at this community carnival in Paradise Hills. There will be approximately 15-gravitational rides and 18-challenging games, a large inflatable slide, and snack food. Come experience the Hurricane, Octopus, Scrambler, Tilt-A-Whirl and Zipper!</i> <b>Admission:</b> Free for children 6 &amp; under, \$1.50 age 7 &amp; older; <b>Anticipated Attendance:</b> 5,000; <b>Location:</b> Paradise Hills Park and Recreation Center (6610 Potomac Street); <b>Host Organization:</b> Christiansen Amusements; <b>General Information:</b> Bill Jacob (760.735-8542); <b>Website:</b> <a href="http://www.amusements.com">www.amusements.com</a></p>


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<p>Saturday, July 29</p>	<p><b>North Park Summer Concert at Bird Park (Jangada)</b>  <i>Music will be flying at Bird Park tonight! You'll hear the sounds of hot Brazilian groove music performed by the Jangada band. While listening to this music you can relax, picnic, socialize, or dance. A playground is available for children.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 800; <b>Location:</b> Balboa Park (north east corner at Upas Street &amp; Pershing Drive); <b>Host Organization:</b> North Park Community Association; <b>General Information:</b> Beth Swersie (619.204-5606); <b>Website:</b> <a href="http://northparksd.org">northparksd.org</a></p>
<p>Sunday, July 30 8:00 am – 5:00 pm</p>	<p><b>San Diego Surf Cup XXVI (6-Day Event)</b>  <i>This national premier youth soccer tournament is one of the top two youth soccer tournaments in the United States. Participating teams (age 9-18) will come from as many as 30 states and other countries such as Canada, Mexico, England, Ireland, and Japan to compete for the coveted Surf Cup Trophy.</i> <b>Admission:</b> Free; <b>Anticipated Participants:</b> 12,000 per day; <b>Location:</b> (San Diego Polo Club (14555 El Camino Real); <b>Host Organization:</b> San Diego Surf Cup; <b>General Information:</b> Mike Connerly (760.944-7176; <b>Media Information:</b> Mick Dawson (760.944-788); <b>Website:</b> <a href="http://www.surfcup.com">www.surfcup.com</a></p>
<p>Sunday, July 30 9:00 am – 1:00 pm</p>	<p><b>Hillcrest Farmer's Market &amp; Open Air Bazaar (Every Sunday)</b>  <i>Browse and shop at this farmer's market in Hillcrest where you'll discover a large array of groceries and goodies. Featured items include fresh fruit, herbs, vegetables, nuts, cheese, meats, bakery, desserts, flowers, handicrafts specialty treats and more.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 3,000; <b>Location:</b> Normal Street between Lincoln Street and Blaine Street; <b>Host Organization:</b> Hillcrest Association; <b>General Information:</b> David Larson (619.237-1632)</p>

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<p>Sunday, July 30 9:00 am – 1:00 pm</p>	<p><b>Third Avenue Farmer's Market &amp; World Bazaar (Every Sunday)</b> <i>Enjoy this farmer's market in Downtown San Diego with its vast array of fresh foods, flowers and specialty treats along with interesting world art and craft creations by local artisans. <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 1,000; <b>Location:</b> 400 block of Third Avenue; <b>Host Organization:</b> San Diego Chinese Center; <b>General Information:</b> David Klamon (619.279-0032; <b>Media Information:</b> Arnold Marquez (619.233-7434) <b>Website:</b> <a href="http://www.sdchm.org">www.sdchm.org</a></i></p>
<p>Sunday, July 30 12:00 pm – 10:00 pm</p>	<p><b>14<sup>th</sup> Annual LGBT Pride Festival (2-Day Event)</b> <i>San Diego Pride's famous cultural festival includes 10 stages of entertainment, musicians, bands, comedy and dance performers, 250 participating vendor booths, a Vintage Auto Show, cultural presentations and great food! <b>Admission:</b> \$12 one-day pass, \$20 two-day pass; <b>Anticipated Attendance:</b> 20,000 per day; <b>Location:</b> Marston Point in Balboa Park; <b>Host Organization:</b> San Diego LGBT Pride, Inc.; <b>General Information:</b> Ron deHarte (619 297-7683; <b>Media Information:</b> Frank Sabatini (619)543-9544; <b>Website:</b> <a href="http://www.sdpride.org">www.sdpride.org</a></i></p>
<p>Sunday, July 30 1:00 pm – 10:00 pm</p>	<p><b>Paradise Hills Park Carnival (4-Day Event)</b> <i>Adults and children will have a fun time at this community carnival in Paradise Hills. There will be approximately 15-gravitational rides and 18 challenging games, a large inflatable slide, and snack food. Come experience the Hurricane, Octopus, Scrambler, Tilt-A-Whirl and Zipper! <b>Admission:</b> Free for children 6 &amp; under, \$1.50 age 7 &amp; older; <b>Anticipated Attendance:</b> 5,000; <b>Location:</b> Paradise Hills Park and Recreation Center (6610 Potomac Street); <b>Host Organization:</b> Christiansen Amusements; <b>General Information:</b> Bill Jacob (760.735-8542); <b>Website:</b> <a href="http://www.amusements.com">www.amusements.com</a></i></p>
<p>Sunday, July 30 2:00 pm – 3:00 pm</p>	<p><b>Balboa Park Public Organ Concert (Every Sunday)</b> <i>Beautiful and inspiring organ music can be heard throughout Balboa</i></p>



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	<p><i>park each Sunday. Civic Organist, Carol Williams, performs on the majestic piped organ that contains 4,518 pipes. <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 2,500; <b>Location:</b> Balboa Park Spreckels Organ Pavilion; <b>Host Organization:</b> Spreckels Organ Society; <b>General Information:</b> Joe Rodriguez (619.702-8138)</i></p>
<p>Sunday, July 30 2:00 pm – 4:00 pm</p>	<p><b>La Jolla Concerts by the Sea (Big Time Operator)</b> <i>Bring a blanket or folding chair to Ellen Brown Scripps Park and relax under the summertime sun where you'll be entertained with music. Big Time Operator will perform fantastic swing music against the backdrop of the beautiful La Jolla Cove. <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 1,500; <b>Location:</b> Ellen Browning Scripps Park -1180 Coast Boulevard); <b>Host Organization:</b> La Jolla Concerts by the Sea; <b>General Information:</b> Information Desk (858.454-1600); <b>Website:</b> <a href="http://www.ljconcertsbythesea.org">www.ljconcertsbythesea.org</a></i></p>
<p>Monday, July 31 8:00 am – 5:00 pm</p>	<p><b>San Diego Surf Cup XXVI (6-Day Event)</b> <i>This national premier youth soccer tournament is one of the top two youth soccer tournaments in the United States. Participating teams (age 9-18) will come from as many as 30 states and other countries such as Canada, Mexico, England, Ireland, and Japan to compete for the coveted Surf Cup Trophy. <b>Admission:</b> Free; <b>Anticipated Participants:</b> 12,000 per day; <b>Location:</b> (San Diego Polo Club (14555 El Camino Real); <b>Host Organization:</b> San Diego Surf Cup; <b>General Information:</b> Mike Connerly (760.944-7176; <b>Media Information:</b> Mick Dawson (760.944-788); <b>Website:</b> <a href="http://www.surfcup.com">www.surfcup.com</a></i></p>
<p>Monday, July 31 4:00 pm – 6:30 pm</p>	<p><b>Concert on the Green (Theo &amp; The Zydeco Patrol)</b> <i>With a beautiful backdrop view of the bay, relax and listen to musical entertainment at Kate Sessions Park. Today, you'll hear the sounds of blues and southwest Louisiana Cajun &amp; Zydeco music performed by Theo &amp; The Zydeco Patrol band. <b>Admission:</b> Free; <b>Anticipated</b></i></p>

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	<p><b>Attendance:</b> 500; <b>Location:</b> Kate Sessions Park (5115 Soledad Road); <b>Host Organization:</b> Pacific Beach Town Council; <b>General Information:</b> Mary Ngai (858.581-9927); <b>Website:</b> <a href="http://www.pbconcerts.org">www.pbconcerts.org</a></p>
<p>Monday, July 31 7:30 pm – 9:30 pm</p>	<p><b>Movie Night at Balboa Park (The Kid)</b>  <i>Tonight a free silent movie will be featured at the Organ Pavilion in Balboa Park. The featured film is the famous "The Kid" starring Charlie Chaplin. The inspiring organ music will be performed by the talented Dennis James. Bring the whole family to see this delightful movie.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 4,000; <b>Location:</b> Balboa Park Spreckels Organ Pavilion; <b>Host Organization:</b> Spreckels Organ Society; <b>General Information:</b> Joe Rodriguez (619.702-8138)</p>
<p>Tuesday, August 1 5:00 pm – 7:00 pm</p>	<p><b>8<sup>th</sup> Annual National Night Out March Against Crime</b>  <i>You can do your part to show you care about having a crime-free neighborhood. You can do this by joining other citizens and San Diego Police Department representatives to march in unity to demonstrate strength against crime. Crime awareness information will be provided at the post-event block party.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 500; <b>Location:</b> 14<sup>th</sup> Street/Broadway – Broadway – 25<sup>th</sup> Street – Imperial Avenue/25<sup>th</sup> Street; <b>Host Organization:</b> National Night Out Council Office District 8; <b>General Information:</b> Gary Gonzales (619.818-9116); <b>Media Information:</b> George Jordan (619.409-7979)</p>
<p>Tuesday, August 1 6:15 pm – 7:15 pm</p>	<p><b>Twilight in the Park Concert (San Diego Concert Band)</b>  <i>At twilight, Balboa Park will come alive with the sound of music. Tonight, you'll hear classical Broadway, jazz, swing, and toe-tapping marches performed by the "San Diego Concert Band."</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 2,000; <b>Location:</b> Balboa Park Spreckels Organ Pavilion; <b>Host Organization:</b> Twilight in the Park</p>

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	<p>Committee; <b>General Information:</b> Information Desk (619.235-1105).</p>
<p>Wednesday, August 2 4:00 pm – 8:00 pm</p>	<p><b>Ocean Beach Certified Farmer's Market (Every Wednesday)</b> <i>Enjoy one of San Diego's unique beach neighborhoods as you stroll and shop at this certified farmer's market. Featured items include fresh fruit, herbs, vegetables, nuts, flowers along with art and craft creations by local artisans.</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 2,000; <b>Location:</b> 4900 Block of Newport Avenue; <b>Host Organization:</b> Ocean Beach Mainstreet Association; <b>General Information:</b> David Klamman (619.279-0032); <b>Website:</b> <a href="http://www.oceanbeachsandiego.com">www.oceanbeachsandiego.com</a></p>
<p>Wednesday, August 2 6:15 pm – 7:15 pm</p>	<p><b>Twilight in the Park Concert (Hollywood Steel Drum Band)</b> <i>At twilight, Balboa Park will come alive with the sound of music. Tonight, you'll enjoy the energy and soulful Calypso sounds of the "Hollywood Steel Drum Band."</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 2,000; <b>Location:</b> Balboa Park Spreckels Organ Pavilion; <b>Host Organization:</b> Twilight in the Park Committee; <b>General Information:</b> Information Desk (619.235-1105).</p>
<p>Thursday, August 6:15 pm – 7:15 pm</p>	<p><b>Twilight in the Park Concert (San Diego Six)</b> <i>At twilight, Balboa Park will come alive with the sound of music. Tonight, you'll hear classical Broadway, jazz, swing, and toe-tapping marches performed by the "San Diego Six."</i> <b>Admission:</b> Free; <b>Anticipated Attendance:</b> 2,000; <b>Location:</b> Balboa Park Spreckels Organ Pavilion; <b>Host Organization:</b> Twilight in the Park Committee; <b>General Information:</b> Information Desk (619.235-1105).</p>